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**PUBLIC RELATIONS AWARDS 2021-2022**

**SOCIAL MEDIA AWARDS**

**Dare to Commit Social Media Award Citation**

**Unit** Citation

**District** Citation

• Award presented to all Units developing a properly branded social media account during the current ALA administrative year and must include media posting to members about taking the ALA Academy courses ALA Branding Why It Matters and ALA Communication Methods

• Information OR name of site must be reported to the Dept of Florida PR Chairman Lisa Hoyland before April 1, 2022

• Website/Facebook page must conform to “Website and Social Media Guidelines” in the ALA Branding Guide.

## **MEDIA AWARDS**

**Best Overall Broadcast Citation:**

**Unit** Citation

**District** Citation

Citation: For the best script for either radio or TV program by a Unit. Script verification from Radio and/or TV with written confirmation from said radio and/or TV. Unit effort/event narrative: Viola Starkey Citation: To the Unit with the best narrative describing their outstanding effort/event that positively projects our image or programs.

Criteria:

• Article must be written in a narrative form, not to exceed 300 words.

• Articles must be of some outstanding activity pertaining to the American Legion Auxiliary or some special community event that involved the Auxiliary. Activity must have taken place in the current Auxiliary year (April-March)

• Unit may submit more than one entry in any given year.

• Articles must be signed by Unit President and Secretary or PR Chairman

## **NEWSLETTER AWARD**

**DARE TO COMMIT NEWSLETTER**:

**Uni**t Newsletter – Award for a Unit unable to publish a larger formal newsletter but sends out a newsletter in a form of a letter to their members.

**District** Newsletter – Award for a District who prefers not to publish a large formal newsletter but sends out a newsletter in the form of a letter to their members.

Criteria for Newsletter Publications:

• Units to send one copy of each of three (3) issues to be judged (published between April/March) to the District PR Chairman, postmarked no later than the deadline.

• Include a copy of the Unit’s Annual Public Relations Report with entry.

• Entries to be judged as follows:

* Unit/District name, number, address, editor’s name……………….10 points
* Meeting information (time, place & contact if needed)……………10 points
* Member information (new members, illness, etc.)………………….15 points
* Summary of recently completed projects or activities…………… 10 points
* Public Relations 2020-21 o Upcoming Unit activity(s)………………25 points
* Auxiliary programs………………………………………………… 10 points
* Promoting ALA Academy Courses: ALA Branding Why It Matters

and ALA Communication Methods 10 points

* General Appearance………………………………………………… 10 points
* Total possible points………………………………………………… 100 points

**IF YOU HAVE A JOINT NEWSLETTER**: To the Unit with the best joint newsletter publication.

Criteria for Newsletter Publications:

• Send one copy each of three (3) issues to be judged. Published between April-March to the District PR Chairman, postmarked no later than the deadline.

• Include a copy of the Unit’s Annual Public Relations Report.

• Entries will be judged as follows:

* Masthead (emblem, name of newsletter, date & editors name…. 10 points
* Meeting information (time, place & contact if needed)………………10 points
* Unit Officers & Chairmen (list or names by articles)……………… 5 points
* Member information (new members, illness, birthday, etc.)…….. 10 points
* Summary of Unit activity/projects recently completed……………… 10 points
* Unit Activity/projects coming up…………………………………… 10 points
* Auxiliary Program Reports………………………………………… 15 points
* Promoting ALA Academy Courses: ALA Branding Why It Matters
* and ALA Communication Methods 10 points
* Calendar of Events (incl. Dist. & Dept. Mtg. and Events……………..10 points
* General Appearance………………………………………………… .10 points
* Total Possible Points………………………………………………… 100 points

NOTE – Items listed as Unit should include Legion/Sal if joint publication.

**Portfolio Awards**

DO NOT SEND PRESS BOOKS TO NATIONAL OR SOUTHERN DIVISION CHAIRMAN

**Dare to Commit Portfolio Award**– To the Unit with the best all-around Portfolio. To the Unit/district that shows the work of the unit/district with the most visual public relations, flyers, programs. (Narrative must be included by member grouping)

**The Poseidon Award –**– For the best Junior publicity Portfolio Book.

**CRITERIA FOR PORTFOLIO ENTRIES:**

• Material must be prepared in a Portfolio Book no larger than 12” X 15” on 8- 1/2 X 11 pages.

• The first page of the entry must include the name, address and phone number of the Unit Chairman, name of the Unit and the total number of inches and pictures in the Portfolio Book.

• The entry must also include a completed copy of the Unit’s Annual Report Form.

• Photostat copies of articles may be used.

• The name of the newspaper, date and page number must be at the top of each article.

• Neat articles, bulletins, flyers and photography concerning an Auxiliary and/or Legion Family function/program should be included in chronological order.

• Paid articles are not to be included.

• The Portfolio Book should tell the story of how the Programs of the ALA were promoted in the Unit.

• Do not underline anything!

• American Legion Auxiliary or American Legion should be included in each article, flyer, ect.